

**PATENT APPLICATION
OF
Mary Jayne Michael
For
PURSE AND METHOD FOR PURCHASING A
CUSTOMIZED PURSE**

FIELD OF THE INVENTION

The present invention relates to a purse and a method to purchase a purse particularly, a method to purchase a customized purse electronically.

BACKGROUND OF THE INVENTION

Although purses come in a great number of different sizes and shapes, no one purse fits an individual. Usually when a woman is picking out the purse, she can find a purse with some of the items she wants and maybe even the proper size, but not all of them. Thus, one of the objectives of this invention is for the individual herself to create the purse that meets her specification. Clearly, every woman has different specifications for purses. Some like them large, others like them small. The person who wears glasses may wish for a glass case. Other individuals may want check books or coin purses. A professional woman may want a calendar pocket within her purse. Some women would want a make-up pouch while others would want a pouch to carry receipts from a business trip. A woman who travels a lot would like a pouch inside that carries airline tickets and travel information. Some would need a pocket for their jewelry. Others would need a pocket to carry a curling iron. Some may even need a pocket for file folders. An international traveler may want a pocket to carry a passport. Others who use that purse on walks may want a water bottle pouch within the pocket. Almost everyone needs a credit card holder and a driver's license holder. However, these holders can become many shapes according to the wants and needs of the individual. Also women wear purses in

different ways. Some like to carry them by the strap, in their hand, others like to place them over the shoulder. These types of handles are placed on the outside with buckles.

The problem in the industry as to creating a custom purse has always been the cost. Applicant has designed a purse that can be customized easily and economically. One of the objectives of this invention is to create a large number of options which a woman can choose from to pick a purse that meets her needs. The feature that obtains this objective is a releasably attachable liner and numerous pouches that attach to the liner. Another feature that obtains this objective is that a woman, ordering the purse, does it over an electronic network. The ordering of the purse is sent directly to the web company so that she can get her purse custom made.

SUMMARY OF THE INVENTION

The present invention relates to a method for sale of a custom made purse through a kiosk or Internet system. On computer screens, an individual purchases a purse and chooses the options, the size, the color, the fabric and everything necessary for the making of a custom made purse. This information is then electronically sent to the web company where the purse is prepared and shipped to the individual. The purse involved has

been specially designed so that it can be customized; however, the purse is standard enough that it can be produced cheaply. The features that enables this are the releasable liner and the releasable pouches. This liner is attached to the purse by snaps or hook and loop fabric. The liner has several sides on which different types of pouches can be attached with snaps or hook and loop fabrics. This enables the inside of the purse to be customized with may different pouches. The outside of the purse can also be customized. Different pouches can be added³ or removed from the outside of the purse. These pouches are attached with snaps. The liner is attached to the purse with snaps and thus can be removed and placed in another purse. The choices for the pouches are as follows: key holder, coin holder, glasses case, sun glasses case, check book pouch, airline ticket pouch, passport pouch, make-up pouch, currency carrier, receipt carrier, medicine pouch, pen/pencil holder, a brush holder, comb holder, pick holder, a holder for a propane curling iron, tissue compartment, a jewelry pouch, an envelope and stamp pouch, an address book holder, a calendar holder, a driver's license holder, credit card holder, personal business card holder, and a personal hygiene carrier.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a computer screen for introducing the purse.

Figure 1A is a computer screen for choosing the style of the purse.

Figure 1B is a computer screen for choosing the color, fabric, and handle for the purse.

Figure 1C is a computer screen for choosing the exterior components of the purse.

Figure 1D is another computer screen for choosing exterior components of the purse.

Figure 1E is another computer screen for choosing the exterior components for the purse.

Figure 1F is another computer screen for the choice of exterior components for the purse

Figure 2 is a computer screen introducing the transferable liner.

Figure 2A is a computer screen for choosing the interior components for the purse.

Figure 2B is a computer screen for choosing the interior components for the purse.

Figure 2C is a computer screen showing where the interior components are placed.

Figure 2D is another computer screen showing where the interior components are placed.

Figure 2E is another computer screen showing where the interior components are placed.

Figure 3 is a perspective drawing of the transferable liner.

Figure 4 is drawings of the interior and exterior pouches for the purse.

Figure 5 is drawings of more of the interior and exterior pouches for the purse.

Figure 6 is an exploded view of the purse with transferable liner and pouches.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

The newly designed purse can be sold through either a kiosk or a common, ordinary, everyday personal computer. These devices are hooked to a modem or a network, and thus the purse is purchased over the Internet. A series of screens is flashed on both of these sale devices and an individual picks and chooses the options in which they wish. In the case of the kiosk,

the interface would probably be done by a touch screen. In the case of the personal computer, the person would choose their options through the use of the mouse or keyboard. After once logging onto the system at either the kiosk or a computer, a screen similar to the one shown in figure 1, pops up introducing the product and in the preferred embodiment gets the individuals name.

The next set of screens in the preferred embodiment shows options as to the size, shape and style of the purse. This screen allows numerous options as to the size and shape of the purse. This screen would look similar to the one shown in figure 1A. Each of these options would be pictorially represented. These representations could be in 3D. As soon as the size and shape is picked, a small screen within the larger one could give the individual a pictorial of what the purse would look like as to the options already picked. This representation could also be in 3 D and could rotate to show all sides of the purse. Once all the choices on one screen are made the next screen would jump into place. On this set of screens one would pick the shape of the main body of the purse. As soon as the shape is picked, a small screen within the larger one would give the individual a pictorial of what the purse would look like as to the options already picked. Once the shape is picked the next screen would show the different options

to the exterior of the purse. The next screen similar to one shown in figure 1B would allow the choosing of the exterior color and the exterior fabrication of the purse. One could try out different colors and different fabrications on the small pictorial of the purse being built. The next item as to the exterior portion of the purse would be the handle options. This is also on screen 1B. One could choose from a long , medium or short shoulder strap. There also may be several different types of handles which one could choose for the purse. These too could be represented in the small screen for the individual to see exactly what they would be receiving and to try out the options.

The next set of screens figures 1C, 1D, and 1E could deal with exterior compartments. These options shown in figure 4 could include a glasses case 54, sun glasses case 56, a file folder compartment 100, address book holder 88, a calendar holder or day-timer 90 , receipt carrier 68, envelope and stamp carrier 86, water bottle carrier 102, key pouch 50, coin holder 52, cell phone holder 104, airline ticket holder 60, passport holder 62. These compartments can be placed on the outside of the purse; however in upcoming screen on can choose these compartment for the inside of the purse. These compartments would be attached to the purse with snaps in the preferred embodiment. The snaps on the purse can also be

covered with matching snap covers 110 when the exterior compartments are not in use. The exterior attachment of the compartments has a large advantage for the user. One could choose a glasses case 54 which would fit within the purse for a person to place their glasses within the purse. This glasses case could also be attached to the outside purse for easy access. This would be an especially popular item for the over forty set who need reading glasses. The pouch could also be placed on the end of the purse or the side of the purse. All these options could be shown on the screen. As pointed out above, a person could place the pouch in the location of her choice on the screen showing her purse. Thus she could try several options and see which one he liked.

Of course different people would want different choices and different pouches. A professional woman may want a calendar or day timer pouch 90. These pouches could be large or small according to the size of their calendar or day timer. This would enable easy access to her calendar for making appointments since it would be on the outside of the purse. A person who travels may want a pouch for airline tickets 60 or a passport holder 62 on the outside of their purse for easy access. A business traveler may want a receipt carrier 68 to place receipts from their travels. A person who has to walk or has small children may want a water bottle carrier 102. The

individual will, through a set of screens similar to 1C, 1D, and 1E, make her choice for the pouches she would want on the outside of her purse.

The next set of screens would deal with the interior of the purse. One could choose the material, fabrication and color of the inter liner. These liners would be designed for the different choices of exterior style, shape and size. The liner would be interchangeable with purses of similar size, shape, and style. Figure 2 shows a screen that could introduce the liner to the purchaser.

des B1 Figure 3 shows the liner 12 of the preferred embodiment. The liner 12 in the preferred embodiment attaches with snaps 14 to the interior sides of the purse 10. The liner 12 also could be attached with hook and loop fabric or by other methods known in the art. The liner 12 in the preferred embodiment is a rectangular container with an open top. Though the middle of the rectangular container is a partition 11. This enables the liner 12 of the preferred embodiment to have eight sides 16 to attach pouches 20. Liners 12 could also be designed with fewer or more sides. In the preferred embodiment the liner 12 is made of heavy nylon. The individual would choose the number of pouches 20 they would want inside the purse and the color and fabrication and material of the inner purse through a set of screens. As in the previous screens, one would have the small screen that

would show the liner 12 and the inside of the purse 10 from different perspectives and in 3D so that an informed choice can be made. In this next set of screens, one would choose different pouches 20 that they would want in the purse 10. These pouches could be designed to fit on the inside of the purse 10 or as already pointed out on the outside or both. Figure 4 shows the different choices of internal items. These are key holder 50, coin holder 52, glasses case 54, sun glasses case 56, check book pouch 58, airline ticket pouch 60, passport pouch 62, make-up pouch 64, currency carrier 66, receipt carrier 68, medicine pouch 70, pen/pencil holder 72, a brush holder 74, comb holder 76, pick holder 78, a holder for a propane curling iron 80, tissue compartment 82, a jewelry pouch 84, an envelope and stamp pouch 86, an address book holder 88, a calendar holder 90, a driver's license holder 92, credit card holder 94, personal business card holder 96, and a personal hygiene carrier 98. Possible screens for these option are shown in figures 2A, 2B, and 2C.

These pouches could be designed in different sizes. This would be especially true of the make-up pouch 64. Some individuals may like to carry large make-up pouches 64 within their purse. Some may like smaller ones. The make-up pouch 64 could also be set on the inside or outside of the purse 10. Another pouch could be a receipt carrier 68 which has several

different compartments within the pouch. The receipt carrier 68 is designed to carry your receipts. A professional person traveling would place different receipts in different pouches to represent different items. Another pouch that could be placed in the purse 10 would be a key holder 50. There could be many different varieties of key holders from just a snap to snap your keys on to a pouch in which you actually place your keys. A medicine pouch 70 could also be within the purse 10. A pencil holder or pen holder 72 could also be placed within the purse for individuals who do writing. These pouches could also be placed on the outside of the purse 10. There could be pouches for propane curling irons 80, tissue holder 82, also several different pouches for jewelry or maybe even a jewelry draw string pouch. An individual may want a pouch for an address book 88 or an envelope and stamp pouch 86, pouches for a water bottle 102 and snacks or a miscellaneous set of pouches. Also, one could choose a credit card holder 94. This holder could be designed to hold not only credit cards but also, driver's license. It could be done by a set of clear plastic envelopes or by a set of slots. A person may also want pouches to carry their passport 62 or maybe business cards 96. All these options could be chosen in different screens. As the purse 10 is being built, it will show in the small screen the different options chosen. The small screen would not only show the outer

portion of the purse 10 but also the inside where the individual could see exactly how their purse 10 is being built. A small screen could also show the purse 10 from several different perspectives. Along with the small screen would be screens showing the space available on each of the walls 18 of the transferable liner 12. This is shown in figures 4A, 4B, and 4C.

Above ones choices in these figures are the walls 20 of the liner 12. When an optional pouch 20 is choose, the individual then could position the pouch on the wall of the liner of her choice. The pouch 20 chosen would than be drawn on the liner walls 18 at the point. Thus an individual would know how the purse 10 looks on the inside and out but also how much more space is available for additional pouches 20.

In the preferred embodiment the pouches 20 are hooked to the liner 12 by hook and loop fabric 22. However there are many methods known in the art to attach the pouches 20 to the liner 12.

The system has been designed for easy manufacturing. However the system allows great individualization. This is done through the use of the releasable attached liner 12. The liner 12 shown in figure 5 is basically a set of sides that attach to the purse 10 with snaps. This gives the liner 12 the ability to be used in several purses of the same size. The liner 12 has hook and loop fabric 22 on the sides. This allows the different pouches 20 which

the individual wishes to have in her purse 10 to attach to the liner 12. The pouches 20 also have hook and loop fabric 22 so that they can be easily attached to the liner 12. Also most of the pouches 20 that go on the exterior of the purse 10 are of same size and could be construction as the pouches on the interior of the purse 10. The only difference is that the pouches 21 on the inside hook to the liner 12 with hook and loop fabric and the pouches 20 on the exterior hook with snaps to the purse 10. In the preferred embodiment the interior pouches are made out of nylon to match the liner 12. The purse 10 can be offered in several styles, like with three handles, and in several colors, and several fabrics. However as long the purse 10 has a similar inter dimension the same size liner 12 can be used. Further the individual can choose from several different pouches for the inside of the purse. These all attach with hook and loop fabric 22 to the liner 12. Thus the purse 10 can come with numerous inside configurations using the same liner 12. Thus the purse 10 can be individualized and yet be easy to manufacture in that the components that make the insides of the purse 10 all attach with hook and loop fabric. Further the liner 12 can be moved from one purse 10 to a similar size purse 10 without one having to move each item in the purse 10 separately.

Changes and modifications in the specifically described embodiments can be carried out without departing from the scope of the invention which is intended to be limited only by the scope of the appending claims.